

*Restrict**5/4/04***FACSIMILE COVER SHEET**

Date: May 4, 2004

To: Examiner Cuong Nguyen - GAU 3625
Fax No: 1-703-746-5572From: John G. Rauch
Tel. No: 312 321 4288

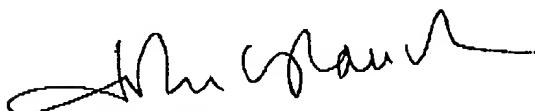
Client No: 9623/374

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PLEASE CALL 312-321-4200 AND ASK FOR: John Rauch

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COVER MESSAGE:Re: US application no. 09/911,674
Filed July 24, 2001

Please forward this facsimile document to Examiner Cuong Nguyen immediately.

John G. Rauch
Reg. No. 37,218**BRINKS
HOFFER
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& LIONE**A Professional Corporation
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CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence, totaling 20 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-746-5572 on the below date:

Date: May 4, 2004Name: John G. RauchSignature: [Signature]

BRINKS
HOFER
GILSON
& LIONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Davis, Darren et al.Appln. No.: 09/911,674Filed: July 24, 2001

For: **SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A
SEARCH RESULT LIST GENERATED BY
A COMPUTER NETWORK SEARCH
ENGINE**

Examiner: Nguyen, CuongArt Unit: 3625Attorney Docket No: 9623/334

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- ☒ Communication; Replacement Copy of a Preliminary Amendment filed with the Application on July 24, 2001
☐ Return Receipt Postcard

Fee calculation:

- ☒ No additional fee is required.
☐ Small Entity.
☐ An extension fee in an amount of \$_____ for a _____-month extension of time under 37 C.F.R. § 1.136(a).
☐ A petition or processing fee in an amount of \$_____ under 37 C.F.R. § 1.17(____).
☐ An additional filing fee has been calculated as shown below:

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Small Entity		or	Not a Small Entity	
					Rate	Add'l Fee		Rate	Add'l Fee
Total		Minus			x \$9=			x \$18=	
Indep.		Minus			x 43=			x \$86=	
First Presentation of Multiple Dep. Claim					+\$145=			+\$290=	
Total					\$		Total		\$

Fee payment:

- ☐ A check in the amount of \$_____ to cover the above-identified fee(s) is enclosed.
☐ Please charge Deposit Account No. 23-1925 in the amount of \$_____. A copy of this Transmittal is enclosed for this purpose.
☐ Payment by credit card in the amount of \$_____ (Form PTO-2038 is attached).

Serial No. 09/911,674

Attorney Docket No. 9623/334

- ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

Date

5/4/04John G. Rauch
John G. Rauch (Reg. No. 37,218)

CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence, totaling 20 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-746-6572 on the below date:

Date: May 4, 2004Name: John G. RauchSignature: Our Case No. 9623/334**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Davis, Darren et al.

Serial No. 09/911,674

Filing Date: July 24, 2001

For SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A
SEARCH RESULT LIST
GENERATED BY A COMPUTER
NETWORK SEARCH ENGINE

Examiner: Nguyen, Cuong

Group Art Unit No. 3625

COMMUNICATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In reply to the telephonic request by the examiner of this application on May 4, 2004, a replacement copy of the Preliminary Amendment filed with the application on July 24, 2001 is hereby provided for electronic scanning. This is a true copy of the Preliminary Amendment as filed.

U.S. Serial no. 09/911,674
Filed: July 24, 2001
Communication dated: May 4, 2004

Should the Examiner deem a telephone conference to be of assistance in examining the application or advancing the application to allowance, the examiner is invited to telephone the undersigned attorney at the telephone number below.

Respectfully submitted,



John G. Rauch
Registration No. 37,218
Attorney for Applicant

May 4, 2004
BRINKS HOFER GILSON & LIONE
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